

FOR IMMEDIATE RELEASE

eWarna and MTL Launch Colour Bureau

World First for Internet Based Digital Colour Supply Chain Solutions

MALACCA, Malaysia – December 19, 2002 - Global pioneer of Internet based colour workflow solutions eWarna has formed a strategic partnership with international quality test house Merchandise Testing Laboratories, to establish the Colour Bureau operations centre in Derby, UK.

The Colour Bureau @ MTL is a key element in extending the reach of eWarna's unique service in the global market, by which suppliers, vendors and buyers can communicate commercially secure and reliable digital colour information with a guaranteed accuracy of data.

It establishes eWarna and MTL as innovative providers of real, global supply-chain colour solutions – rather than just offering conventional products and services.

Malcolm Ball, head of eWarna in the UK, explains: "The Colour Bureau @ MTL will not simply be an operations centre for eWarna, but will also be a centre of excellence for colour training, sample preparation and accreditation".

The essential element with any digital information is its integrity and how reliable and trustworthy it is. If samples are measured poorly or incorrectly, reflectance data can be fatally flawed and will not be a true representation of the colour.

Poor sample choice, preparation and presentation, badly maintained or adjusted measuring instruments, poor operator technique, and other external factors can induce measurement errors.

"To overcome these problems – and to allow organisations to benefit from digital colour control even if they do not 'know and trust' each other – the Colour Bureau concept has been established by eWarna and MTL", says Malcolm Ball.

"Under this scheme, colour samples can be taken to MTL laboratories around the world where they will be measured accurately under defined conditions – creating reflectance information that can be trusted.

"The data will in fact be guaranteed accurate by MTL so that any receiving organisation will know that it can be relied upon. The reputation of MTL as a worldwide Quality Testing organisation is the key here".

The means of generating and communicating the data is the eWarna.com LabWorks system. This colour physics application uses the Internet to connect users with database(s) on web servers in Hong Kong and Singapore so that authorised clients can access original data in real time around the world.

If required, reflectance data files can also be exported into client's legacy stand-alone systems directly from LabWorks.

"As far as we are aware, the establishment of eWarna's Colour Bureau @ MTL is a 'first' and the initiative is being launched in the UK because it is a market that has a good understanding of digital colour requirements", says Malcolm Ball.

"Local and overseas suppliers wishing to service their clients can now provide data that will be accepted by the buyers – without having to invest heavily in lengthy investment and accreditation schemes before they can benefit commercially from the technology", he adds.

This innovative service provides supply chain administrators, buyers, quality system managers and vendors of coloured items with the means to generate, search, compare, match and communicate 'real' colour without having to resort to physical samples at every stage. It also obviates problems of multiple measurements or physical inspections in uncontrolled conditions.

About eWarna

eWarna's Internet based colorimetric engine allows industries such as textiles, apparel, dyestuffs, paints, inks and plastics to accurately communicate color information across complex supply chains using precise reflectance data. This color engine and its XML links allow full colorimetric functions to be built into the web based workflow operations that eWarna and others build for color supply chains, as well as support eWarna's range of individual color software applications. Current clients include some of the largest textile and apparel companies in the world operating in Asia. eWarna's products swept both the "Best of Software Applications" and "Prime Minister's Best of the Best" awards at the prestigious Multimedia Super Corridor Asia Pacific ICT Awards (MSC-APICTA) in April 2002. A privately held company based in Malacca, Malaysia, eWarna's investors include Hong Kong based venture capital funds Nirvana Capital and Nan Fung Investments and a Malaysian consortium of private and government technology funds made up of MayBan Ventures, Trans-Econs Ventures, Commerce Technology Ventures and MSC Venture One. The company has offices in Kuala Lumpur, Hong Kong, Indonesia, Thailand, India, Sri Lanka, the US and the UK, and representation in China, Australia, the Middle East and Eastern Europe. More information on eWarna and its products can be found at www.ewarna.com.

###

Media Contact:

eWarna.com International
PO Box 327
Macclesfield
SK10 5XX

+44 1625 572284
uk.info@ewarna.com

MTL (UK) Ltd
Oakhurst House
57 Ashbourne Road
Derby, DE22 3FS

+44 1332 363100
harvey.jones@mtlglobal.co.uk